



BRAC Board of Directors Meeting Minutes, 06/20/2017

Agenda

- | | |
|---------------------------------------|---------|
| 1. Call to order and roll call | Doug |
| 2. Finances | Shawn |
| 3. CX Policy | Doug |
| a. Starting procedure | |
| b. MW 50+ | |
| 4. RMJCC | Michael |
| 5. Junior Grants Program | Shawn |
| a. Update on past recipients | |
| b. New requests | |
| c. Abitibi | |
| 6. Website | Shawn |
| 7. ED Manual | Shawn |
| 8. Marketing Efforts | Shawn |
| a. Death ride Tour | |
| b. Triple Bypass | |
| c. High School MTB League Opportunity | |
| 9. Racer Surveys | Shawn |
| 10. Collegiate Update | Shawn |
| 11. New Business | |
| 12. Adjourn | |

Meeting called to order at 6:35 PM

Board Members present:

Doug Gordon (President)
Rip Mobus (Vice President)
Lynn Taylor (Secretary)
Jon Heidemann
Melisa Link
Michael McGuinn
Kim Nordquist
Lance Panigutti
Troy Reynolds

Board Members absent:

Susan Adamkovics (Treasurer)

Staff present:

Shawn Farrell (Executive Director)
Yvonne vanGent (Membership Manager)

Business conducted between this meeting and last meeting (May 22, 2017)

- A. May 2017 minutes approved by unanimous email vote of a majority of the Board in attendance

Finances

- A. USAC –unclear situation with regards to funds owed to BRAC
1. Slow to pay Q1 rebate



- a. Shawn called USAC, CEO said they would pay Q1 and Q2
- b. Check received for \$13,000 out of \$23,000 expected (\$18,000 Q1 + \$5,000 Q2)
2. Shawn called again
 - a. CFO had told membership to pay ½ of what was expected. There is some confusion still in the USAC database, because it says BRAC has only 1200 licensees, but we have 2200 members. Since all members, except for a handful of officials and RDs are also racers, this cannot be true.
 - b. USAC data showing we are down 70% in licensees, which would mean our races would have almost no attendance, which we do not see.
3. Clear accuracy issue with USAC website
 - a. Doug had problems with USAC surcharge accounting for Best on Hess and still has not been paid.
 - b. Lance has also had problems
- B. April and May financial statements
- A. May financial statements unanimously approved (motion by Lynn; 2nd by Doug)

CX Policy

- A. Starting procedure
 1. 3 options
 - a. Status quo: groups called up separately, then by USAC ranking within said group. Separate whistle starts for each group
 - b. Corral: staged according to USAC ranking without regard to race group; 1 whistle, produce separate results for each group in the wave
 - c. Hybrid: groups called up separately, then by USAC ranking within group. 1 whistle start, separate results for each group. In essence, Status Quo without gaps between groups.
 2. Hybrid option (c.) had no support at any meeting: CX RD, BRAC AD, Town Hall
 3. BRAC will try corral procedure (b.) for the month of September
 - a. Survey members at end of September to determine starting procedure for the rest of the season
 - b. If support, will continue.
 - c. If not, we can go back to the old method done in 2016.
- B. MW 50+
 1. Request at Town Hall meeting to eliminate MW 40+ and replace with MW 50+
 2. Shawn provided demographic data showing MW 40+ had significantly more riders this year, while 7 riders will shift to 50+ next year
 3. MW50+ will be a new CX Cup category for 2017
 - a. Start/ride with MW 40+
 - b. Separate results
 - c. Unanimously approved (motion by Doug, 2nd by Rip)
- C. Suggestion to have colored dots on numbers to differentiate race groups
 1. Applies to both status quo and corral starts
 2. RD would be responsible for affixing—much easier to do prior to race-day



3. May simply have RD's provide highlighters and allow either the racers at the line mark each other, or have RD's mark the numbers prior to pickup. We need to be creative to try and make it easier for racers to know who is in their group.

Rocky Mountain Junior Challenge

- A. Cancelled by RD for 2017
- B. Need new venues for all three Junior State Championships: road race, criterium, time trial
 - a. Barry Lee and Salida interested in taking the Junior RR and TT
 - b. Bannock asked if they could host criterium
- C. In the future, 3 State Championships for a single category will not be allowed on the same weekend
 1. Shawn and Yvonne to draft criteria for insuring State Championships are not compromised

Junior Grants Program

- A. Still waiting for receipts from 1 recipient
 1. Future awardees will be informed well in advance of grant dispersal
 2. Paperwork must be completed before trip
- B. New Request
 1. Petra Schmidtman requesting \$250 for a USAC CX camp
 2. Motion to award \$250 approved unanimously (motion by Doug; 2nd by Melisa)
- C. Abitibi
 1. Premier stage race in the Americas for juniors
 2. Jon Heideman's Level 2 camp was a selection event for Abitibi
 - a. Selected 4 Colorado riders and 2 out-of-state riders
 - b. BJC requested support for 2 of the selected riders
 3. Cost is \$2,100 per rider
 - a. Fee pays for director (Clark Sheehan), mechanic (Andy Bajadali), entry fee, race support, lodging, and food
 - b. Airfare is a separate \$1,000
 4. BRAC would like logo on kit in return for support
 5. BRAC will support Abitibi team with a \$3,000 grant
 - a. Unanimously approved (motion by Rip, 2nd, by Doug)

Website

- A. Some portions suddenly not functioning properly
- B. Insight Designs contacted for support
- C. Wish-list of functions in progress



Staff “How To” Manuals

- A. Executive Director
 - 1. Shawn has submitted 2nd draft and sent to Board
 - 2. Board to send comments offline
- B. Membership Manager
 - 1. Yvonne has started her manual
 - 2. Much has to do with website work-arounds
 - 3. Continual updating necessary as procedures change weekly

Marketing Efforts

- A. Death Ride Tour against ALS
 - 1. 3-day or 1-day options for riders
 - 2. BRAC manned aid stations in logical locations
 - 3. Potential tent and event printing sponsor identified at event
- B. Triple Bypass
 - 1. July 8th/9th
 - 2. Volunteers still needed for aid stations, likely Vail/Vail Pass like last year
- C. High School Mountain Bike League
 - 1. \$400 for expo space per weekend
 - 2. Exposure to 600-800 kids
 - 3. Calendar has 5 weekends
 - a. BRAC to attend last 3 weekends
 - b. Unanimously approved (motion by Jon, 2nd by Troy)
 - 4. Riders will receive CX schedule postcards and free race coupons
 - a. Coupons allow BRAC to track impact

Racer Surveys

- A. Shawn compiled responses to date
 - 1. Sent to Board
 - 2. Sent to Technical Committee to address comments with regards to officiating

Collegiate Update

- A. CSU had not paid BRAC fees as of the BOD meeting, but has since done so prior to publishing these minutes.
- B. Shawn contacted USAC collegiate manager for help.
- C. Lynn contacted faculty advisor for help

New Business

- A. State Championship medal presentations in Longmont



Doug and Troy will be present as Shawn cannot attend

- B. New criterium course in Westminster had been identified
 - 1. Will be available for 1-2 years until development of area fills it in
 - 2. Kim will send details to Shawn and Doug
 - 3. BRAC can mentor a new RD if they are interested
- C. Road Cup party venue update
 - 1. Washington Park and the pavilion at City Park are booked 1 year in advance, thus they are not options for 2017
 - 2. Rip to continue searching

Meeting Adjourned at 8:24 PM (motion by Melisa, 2nd by Rip)

Action List Summary

- A. Shawn
 - 1. Keep on top of revenue owed to BRAC from USAC, again
 - 2. Reach out to Emily Palmer regarding timely payment of collegiate surcharges, again
 - 3. Draft State Championships criteria to address multiple championships hosted by a single club on the same weekend
 - 4. ID new Junior State Championships venues
 - 5. Assess feasibility of BRAC logo on Abitibi kits
- B. Yvonne
 - 1. List of back-end website issues that need to be addressed
 - 2. Continue assembling "how-to" manual
- C. Lynn
 - 1. Contact CSU faculty advisor for payment of BRAC fees
- D. Rip
 - 1. Road Cup party venues

Board Calendar

- A. Board of Directors' Meetings—generally every 3rd Thursday, 6:30 – 8:30
 - ~~1. February 10: USAC headquarters~~
 - ~~2. March 23: home of Rip Mobus~~
 - ~~3. April: none~~
 - ~~4. May 22: home of Rip Mobus~~
 - ~~5. June 20: home of Rip Mobus~~
 - 6. July
 - 7. August
 - 8. September



9. October
10. November
11. December
- B. Other Meetings/Gatherings
 - a. ~~Officials' Meeting (February 25)~~
 - b. ~~BRAC Advisory and Junior Committee meeting (March 22)~~
 - c. ~~CX Race Directors Meeting (March 24)~~
 - d. ~~CX Race Groups Town Hall Meeting~~
 - e. Road Race Directors Meeting
 - f. Club Council Meeting
- C. State Championships
 - a. ~~June 17: Senior/Master Time Trial~~
 - b. ~~July 7: Junior Time Trial~~
 - c. ~~July 8: Junior Road Race~~
 - d. ~~July 9: Junior Criterium~~
 - e. July 9: Senior Criterium
 - f. July 15: Hillclimb (all)
 - g. July 23: Master Criterium
 - h. July 30: Senior road Race
 - i. August 20: Master Road
 - j. ?? Senior/Master Endurance Track
 - k. ?? Senior/Master Sprint Track
 - l. ?? Junior Track
 - m. ?? Cyclocross

Five Pillars of Success

1. Member Experience—develop and nurture programs that focus on Race Standards, Rider Safety, Points Competitions, Camps, Clinics, Mentorship, Awards Parties, and Race Clean
2. Relationship Building—position the organization for sustainability and growth through Branding, Communication, Membership, and Media & Sponsorship
3. Customer Service—deliver great customer service with personnel and technology
4. Innovation—attract and retain athletes, event directors, and officials through online tools, social media, racer rankings, quality events, season-long points competitions, and race kit support
5. Success Stories—leverage community member success stories to show impact of organization